INDUSTRY PROFILES

Information, Culture and Recreation Industry

2015

Alberta

Overview:

The Information, Culture and Recreation industry[1] in Alberta includes establishments such as:

- software, Internet, newspaper, periodical and book publishers;
- motion picture and sound recording companies;
- broadcasting and telecommunications companies;
- Internet service providers, web search portals and data processing services;
- libraries, archives and heritage institutions (i.e. museums, historic sites, zoos and botanical gardens);
- performing arts companies;
- amusement parks and arcades;
- casinos and lotteries; and
- golf courses, skiing facilities, and fitness and recreational sports centres.

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[1] North American Industry Classification System (NAICS) 2007 major groups 51 and 71

Section A: Business Environment

1. 2014 Employment and Unemployment Numbers and Rates

Table 1

	Alberta	Information, Culture and Recreation Industry
Employment	2,274,600	72,500
Employment Share	N/A	3.2%
Unemployment	111,700	2,600
Unemployment rate	4.7%	3.5%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0008, 2015
Note: N/A denotes not-applicable. Employment share is obtained by dividing the number of employment in this industry by total employment in Alberta.

For more information on employment numbers or for a historical comparison, please go to the Labour Force Statistics[2] or Statistics Canada[3] websites.

2. Industry's Growth

- The Information, Culture and Recreation industry accounted for 3.2% of total employment in Alberta in 2014.
- Employment in is this industry expected to grow at an average rate of 1.7% from 2015 to 2019[4].
- The industry is expected to account for 3.2% of total employment in Alberta in 2015.

For more information, see the Alberta Learning Information Service (ALIS)[5] website for descriptions of industries.

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[2] See http://work.alberta.ca/labour/labour-force-statistics-and-annual-reviews.html
[3] See http://www.statcan.gc.ca
[4] Alberta Modified Canadian Occupational Projection System (COPS) Outlook 2015 – 2019, Industry Employment Outlook
[5] See http://www.alis.alberta.ca

3. Facts, Trends and Outlook

According to Statistics Canada's National Economic Accounts, the Information, Culture and Recreation industry accounted for approximately 2.6% of Alberta's Gross Domestic Product in 2014, down from 3.1% in 2004. Its contribution to Alberta's total employment declined from 4.1% in 2004 to 3.2% in 2014.

Total employment (the total number of employees and self-employed people, 15 years and over) in 2014 was 3.1% lower than its level in 2013. Over the last 10 years, employment decreased by 100 from 2004, a 0.1% decrease. There were 72,500 employed in the industry in 2014, of whom 71.7% were full time and 28.3% were part time.

Table 2

Characteristic	Alberta	Information, Culture and Recreation
Median Retirement Age (years)	62.4	N/A
Average Number of Hours Worked per Week	37.5	32
Multiple Jobholders (% of total employment)	5.7%	8.8%
Average Job Tenure (months)	88.2	85.3
Employees Under Union Coverage (%)	83.1%	85.8%
Employees Working Overtime per Week (%)	19.4%	14.8%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Tables 282-0022, 282-0031, 282-0042, 282-0078 and 282-0084, 2015, and custom tabulation (median retirement age)
Note: The percentage of multiple jobholders in Alberta is obtained by dividing the number of multiple jobholders in Alberta by total employment in Alberta. The percentage of multiple jobholders in the industry is obtained by dividing the number of multiple jobholders in the industry by total employment in the industry. This calculation method also applies to the percentage of employees under union coverage and the percentage of employees working overtime per week.

According to *Alberta Occupational Demand Outlook 2013-2023*[6], employment growth in the following occupations: Professionals in writing, translating and public relations; Technical occupations in libraries, archives, museums and art galleries; Announcers and other performers; and Athletes, coaches and referees, is expected to be below Alberta's average rate for all occupations of 1.6%.

[6] See http://work.alberta.ca/labour/occupational-demand-and-supply-forecast.html.

4. Size of Businesses in Alberta and the Industry

Table 3

Establishment Size	Businesses in Alberta		Businesses in Information, Culture and Recreation	
	Number of Employees	%*	Number of Employees	%*
Less than 20 employees	696,900	36.9%	19,200	30.9%
20 to 99 employees	674,500	35.7%	24,900	40.0%
100 to 500 employees	334,100	17.7%	11,700	18.8%
Over 500 employees	185,200	9.8%	6,400	10.3%

Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0076, 2015
* Percentages may not add up to 100 due to rounding.
Note: Statistics Canada's survey methodology for determining establishment size differs from the one it uses in the Labour Force Survey to determine total employment. As a result, the total number of employees by establishment size will not be the same as total employment in the industry, except by coincidence.

Section B: Human Resources Profile

1. Occupational Information

Some examples of occupations in the Information, Culture and Recreation industry include:

- librarian;
- cinematographer;
- reporter;
- curator; and
- professional athlete.

For a complete listing of all occupations related to this industry as well as detailed information on education and skill requirements, visit the Alberta Occupational Profiles[7] website.

2. Demographics: Gender and Age

According to the Labour Force Survey, the gender breakdown in the Information, Culture and Recreation industry in 2014 was as follows:

- women employed: 36,300 people, or 50.1%
- men employed: 36,200 people, or 49.9%

Overall in Alberta, women accounted for 44.8 % and men made up 55.2% of total employment (for all industries).

Table 4

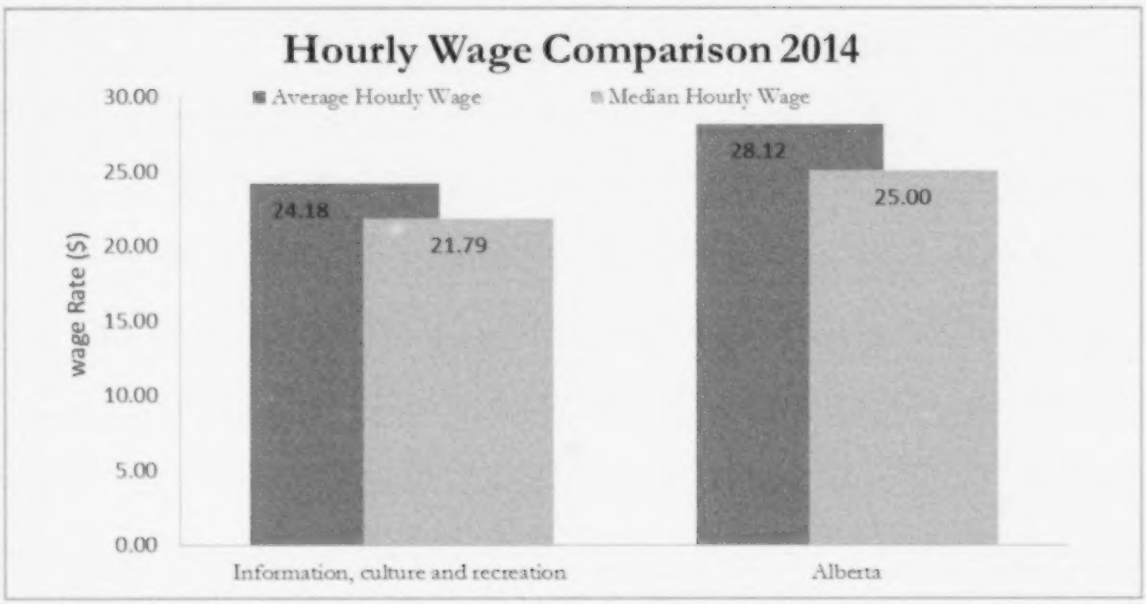
Age Characteristics	Employment in Alberta		Employment in Information, Culture and Recreation	
	Number	%*	Number	%*
15-24 years	354,100	14.8%	17,400	23.2%
25-54 years	1,605,000	67.3%	44,400	59.1%
55 years and over	427,200	17.9%	13,300	17.7%

Data Source: Statistics Canada. Labour Force Survey, CANSIM Table 282-0008, 2015
* Percentages may not add up to 100 due to rounding.

[7] See http://www.alis.alberta.ca/occinfo

3. Wages and Salaries

Chart 1



Data Source: Statistics Canada, Labour Force Survey, CANSIM Table 282-0072, 2015
Note: The average hourly wage is obtained by dividing the sum of the wages of all the employees by the total number of employees. The median hourly wage is that wage below which half the employees earn and above which half the employees earn.

Table 5

Occupation	Average Hourly Wage			Average Annual Salary
	Starting	Overall	Top	
Journalist (Reporter)	$ 19.98	$ 24.21	$ 32.11	$ 45,672
Librarian	$ 23.29	$ 26.06	$ 31.62	$ 45,797
Kinesiologist	$ 15.83	$ 15.83	$ 18.41	$ 19,076
Recreation and sport administrator	$ 15.83	$ 15.83	$ 18.41	$ 19,076

Data Source: 2013 Alberta Wage and Salary Survey

For more information on the *2013 Alberta Wage and Salary Survey*, refer to the WAGEinfo[8] webpage. For job descriptions, duties, required skills and education for specific occupations in the Information, Culture and Recreation industry, visit the ALIS[9] website.

[8] See http://www.alis.alberta.ca/wageinfo
[9] See http://www.alis.alberta.ca

Section C: Additional Information

Links to Government and Industry Associations

- Alberta Media Production Industries Association (http://www.ampia.org)
- Canadian Media Production Association (http://www.cmpa.ca)
- Canadian Newspaper Association (http://www.newspaperscanada.ca/)
- Library Association of Alberta (http://www.laa.ca)
- Alberta Gaming and Liquor Commission (http://www.aglc.ca)
- Alberta Innovation and Advanced Education (http://www.eae.alberta.ca)
- Canadian Association of Internet Providers (http://www.caip.ca)

Call us or visit our website for more information or to find the following publications:

- 2014 Annual Alberta Labour Market Review
- Monthly Alberta Labour Force Statistics Highlights and Packages
- Alberta's Occupational Demand and Supply Outlook
- Alberta Labour Force Profiles
- Alberta Industry Profiles

www.work.alberta.ca/labour.html (see Labour Market Information)
In Edmonton: 780.422.4266
Long distance: 1.800.661.3753

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